

Abstract of the Disclosure

A toner for use in an oil-less fixing system free from an oil coating on a fixing roller, the toner includes a binder resin and a wax as well as carbon black having an oil absorption of 50 to 100 mL/100g where the toner is the black toner or a coloring agent where the toner is the color toner, and wherein the binder resin has a rate of decrease of storage elastic modulus G' of not more than 0.3 Pa/ $^{\circ}$ C as determined in association with temperature increase in the range of 160 to 200 $^{\circ}$ C. The binder resin preferably has a weight average molecular weight [Mw] of 10,000 to 200,000, an [Mw/Mn] ratio between [Mw] and a number average molecular weight [Mn] thereof in the range of 1 to 15, or a peak rate of decrease of the storage elastic modulus G' in the temperature range of 70 to 100 $^{\circ}$ C. The toner suited for use in the oil-less fixing system and particularly suitable for forming a color image is provided.